

AMENDMENTS TO THE SPECIFICATION

Please replace the Abstract with the following paragraph:

Disclosed is a method and system for effectuating a buyer-driven and buyer-executed commerce system. The system allows prospective buyers and sellers of goods and services to anonymously exchange conditional Requests For Bids and Conditional Sales Offers based on the buyer's guaranteed 'purchasing loyalty' for a self-defined minimum quantity of goods or services, and/or quality of goods ~~of~~ or services and/or the length of time or price to which the buyer would agree to be bound or any combination of those ~~condition's~~ conditions. That buyer guarantee permits a seller to easily pre-determine their offers based on the calculated value of 'capturing' that buyer's 'guaranteed purchasing loyalty'. ~~In a preferred embodiment, the method and system of the present invention includes a controller which receives Requests For Bids from prospective buyers and also receives, stores and displays to prospective buyers, bindable sales proposals from a multitude of prospective sellers. Potential buyers are therefore protected from bidding too much and being bound by the bid before having an opportunity to see what the marketplace has to offer. Further, because only the buyer is permitted to bind a seller, the buyer may submit an RFB more than once, changing any or all of the condition's to which he would agree to be bound in order to explore multiple offer's from seller's and to better understand how changing one or more of the conditions affects the offer's from the seller's.~~

Please replace the first paragraph on page 19 with the following paragraph:

With reference to Figure 3, after the buyer indicates an intent to bind a seller to its CSO, in step 555, the central controller (Element 100) requests payment method and identity of the potential buyer, in step 560, and after receiving the personal identity and financial payment method, in step 565, queries its database in step 570 to verify this same buyer has not previously bound himself to another seller of these same goods or services for a term which has not yet expired, step 575, and if so rejects the buyer's RFB in step 580, but if not requests merchant approval code for the transaction from credit card clearinghouse, in step 585, verifies potential buyer has sufficient credit available, in step

590, requests another credit card if credit is insufficient, in step 595, transforms RFB into a binding CSO between buyer and seller, step 600, debits seller inventory, in step 605, reveals identity of seller to buyer in step 610, ~~and sends sale confirmation to the seller, in step 620, and buyer, in step 625.~~ A sale confirmation is sent to the seller 603, 620 and a sale confirmation is sent to the buyer 602, 625.

Please replace the paragraph starting on page 20 and ending on page 21 with the following paragraph:

With reference to Figure 4, there is described another embodiment of the present invention under which potential sellers may enter into the database of the central controller (Element 100) variable service or product prices which correspond directly to the minimum quantity, quality of service, length of time or price the buyer would agree to be bound. Using their password, in step 1401, seller have the ability to log into the “secure” server, select the product or service subject, in step 1402, and update their Good, Better and Best CSOs, quantities or availability, in step 1403. The central controller 100 then verifies that the price of the subject matter as it directly corresponds to quantity, quality and term has not been updated by seller within the last 24 hours, in step 1404, and if so denies seller the ability to change its CSO, step 1405, but if not, updates database, in step 1406. Because of the password-protected feature of the server, no seller or company employee, other than the authorized or original seller, will be able to know what another seller is bidding for a product or service. Because of the 24-hour ‘embargo’ against updating a CSO that was already updated within the last 24 hours, a seller is prevented from discovering a competitor’s CSO for the same subject matter and then marginally bettering his competitor’s price so as to produce the ‘best’ CSO.

Please replace the first full paragraph on page 21 with the following paragraph:

With reference to Figure 5, once the auction process of the present invention is initiated by a valid RFB, there is described how the central controller (Element 100) queries the database storage device (Element 400) for relevant CSOs. The central controller (Element 100) then uses simple mathematical logic to sequentially process and rank each seller's “Good” CSO, in step 405, against a competing seller’s “Good” CSO

price, in steps 406, 407 and 408, stepping down, or up, as the case may be, through each successive competing “Better” CSO price, in steps 409, 410, 411 and ~~402~~ 412, and “Best” CSOs, in steps 413, 414, 415 and 416, of potential sellers.